

Fort Dodge Public Art Commission - Public Art Master Plan Development  
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Timeline leading to Plan Development:

2016 - Adopted the Northwest River District Master Plan  
2017 - RFPs to place a mural on a vacant grain silo in the Northwest River District  
2018 - Fort Dodge Fine Arts Association helped City Staff to Commission Guido van Helten  
Spring 2019 - Floyd of Rosedale Commission begins. PickItUp Fort Dodge Project begins.  
Summer 2019 - Public Art Commission formed under City wing to “plan and oversee public art projects and initiatives that further the City’s vision”.  
Fall 2019 - We need a Plan! Let’s do it in-house!  
2020 - Are we overcapacity?! Floyd, PickItUp, Public Art Master Plan, Other Projects Everywhere!  
Winter 2021 - Engage a Professional: Dan Perry  
Spring 2021 - Devise goals and objectives. **ADOPT PUBLIC ART MASTER PLAN! ADOPT WORK PLAN!**  
Summer 2021 - Work Plan Implementation begins.

Fort Dodge Public Art Master Plan - Project Goals/Plan Objectives:

- Build support for and awareness of public art
- Create a shared vision for public art
- Make public art a priority
- Identify resources for public art
- Understand what Fort Dodge has in the way of public art

How it happened:

- Formed a subcommittee of 7 - our Public Art Commission is made up of members representing 12 groups/organizations. We established the requirement for said representation in our bylaws.
- Subcommittee identified plans we like and created an outline of our Plan.
- Subcommittee expanded upon existing Missions and Values to outline “what is public art?”
- Subcommittee established our project goals (aka Plan Objectives - see above)
- Subcommittee inventoried existing Public Art - focusing on visual art that an organization/group represented on our Commission took part in the commissioning of or existing City-owned public art.
- Originally planned for Public Engagement, due to COVID we turned our focus to Professional Engagement. We received a small grant from a local organization to host this session. Dan Perry provided an hour presentation/question & answer session with the Public Art Commission during a public zoom. We provided a list of questions relating to all-things public art in advance.
- Commission met once more following Dan Perry’s presentation in preparation of devising goals.
- Subcommittee Outlined Goals and Objectives.
- Subcommittee Finalized the Plan.
- Commission Adopted The Plan.

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- City Council Adopted the Plan.
- Commission adopted a Work Plan - a living document that is reviewed, at a minimum, annually.

Considerations when devising a Public Art Plan:

- Do you have staff or volunteer capacity to follow a planning process and put the plan in writing? If not, what funding may be available to help you hire to write a plan?
- What is your timeline?
- Do you have the Council's support?
- Do you already have plans in place that support public art? If so, pull those in!